

PRESS RELEASE**LAZADA OFFICIALLY OPENS NEW REGIONAL HEADQUARTERS
LAUNCHES FOUNDATION TO EMPOWER YOUTHS AND WOMEN FOR THE DIGITAL FUTURE**

11 April 2022, Singapore – Lazada, Southeast Asia’s leading eCommerce platform, today announced the official launch of Lazada One, the Group’s regional headquarters and Singapore office. With a strong Southeast Asian presence, Lazada is looking to further grow the region’s digital commerce ecosystem, bolstering livelihoods that are already thriving in the booming sector.

Lazada One is strategically located near higher institutions of learning in the central Bras Basah district. Spanning 109,000 sqft, the new office space is designed with considerations for the future hybrid workplace in mind, focusing on facilitating collaboration both within the building and across its offices in the region.

Speaking at the opening ceremony of Lazada One on 11 April, Chun Li, Chief Executive Officer, Lazada Group, said, “Lazada celebrates our 10th anniversary this year, an important milestone for the company and the wider eCommerce industry. Establishing Lazada One in Singapore, the gateway to Southeast Asia, reinforces our commitment to support the growth of the digital commerce industry. Our presence here reinforces our mission to accelerate progress in Southeast Asia through commerce and technology in the next 10 years and beyond.”

The ceremony was graced by Mrs Josephine Teo, Minister for Communications and Information of Singapore, who toured the new office building and delivered an opening speech to officiate the event.

With a view on the long-term growth of the industry, Lazada One will also enable the company’s efforts to cultivate youths and develop talent to sustain growth and innovations in the next decade. Lazada will maintain its focus on grooming talents, to fulfill commercial and technology roles, including data scientists, engineers, product managers in various domains such as payments and cybersecurity.

At the event, Chun also announced the launch of Lazada Foundation, an initiative established by Lazada Group in 2022, which aims to award scholarships and provide growth opportunities to empower women and youths across Southeast Asia, secure education opportunities in the digital economy for them and close the digital divide. This will be a sustained commitment across 6 markets in Southeast Asia: Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

The Lazada Foundation scholarships are designed to support young talent to pursue their education and excel academically without financial hurdles standing in their way. In addition, these young talent will also receive career and internship opportunities, which will contribute to their holistic development and equip them with ecommerce skill sets for a digital future world.

“Southeast Asia’s future is in the hands of the youths, and Lazada Foundation wants to help them fulfil their dreams,” said Lillian Jiang, Chief People Officer, Lazada Group, “The future of work goes beyond what is taught in the classroom. To prepare our youths for a digital future, Lazada is committed to providing coaching, mentorship and involvement with other technology-driven initiatives to bring youths one step closer to their dreams.”

Apart from recognizing young talent with outstanding academic excellence, Lazada Foundation also works with local strategic partners to provide opportunities to women. Particularly, one of the



Foundation's key pillars is to uplift women in technology. For example, in the Philippines, Lazada is working with a local non-profit organization, For The Women (FTW) Philippines, to offer scholarships for data science courses to young women, as part of the Foundation's aim to narrow the gender gap and promote greater inclusivity within the technology industry.

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Notes to Editors

- For high-resolution photos and videos of Lazada One, please click [here](#).
- For more information about the Lazada Foundation, please visit <https://group.lazada.com/en/foundation/>

About Lazada Group

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada has been the Southeast Asia flagship platform of Alibaba Group powered by its world-class technology infrastructure.

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